

VIDEO PRODUCTION (CIP: 50.0602)

OCCUPATIONAL SKILLS

The student demonstrates the specified level of competency in occupational skills:

0	1	2	3	4
No Exposure	Introduced	Practiced	Entry-Level	Competency

0 1 2 3 4

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| 00000 | A. Introduction to Video Production
(Vermont Standards: 1.15, 1.18, 3.15, 5.18) |
| 00000 | B. Survey of American Media
(Vermont Standards: 1.18, 1.15, 5.8, 5.14) |
| 00000 | C. Ethical and Legal Implications of Video Technology
(Vermont Standards: 3.15, 5.23) |
| 00000 | D. Video Equipment
(Vermont Standards: 1.22) |
| 00000 | E. Camera Techniques
(Vermont Standards: 1.18, 1.21, 1.22, 3.7, 5.15, 5.18, 7.7, 7.19) |
| 00000 | F. Audio
(Vermont Standards: 1.18, 1.21, 1.22, 3.7, 5.15, 5.18, 7.7, 7.19) |
| 00000 | G. Lighting
(Vermont Standards: 7.11, 7.17, 7.19) |
| 00000 | H. Computer Graphics
(Vermont Standards: 1.14, 1.18, 1.19, 1.21, 2.1, 2.2, 2.3, 2.7) |
| 00000 | I. Script Writing
(Vermont Standards: 1.1, 1.6, 1.7, 1.13, 1.14, 1.15, 1.16, 2.1, 2.7, 5.24, 7.18) |
| 00000 | J. On-Camera Performance
(Vermont Standards: 1.21, 5.24, 5.35, 7.18) |
| 00000 | K. Set Design and Props
(Vermont Standards: 1.1, 1.15, 1.16, 1.21, 7.18) |

Directions

Evaluate the student by checking the appropriate box to indicate the degree of Competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

Rating Scale:

- 0 No Exposure**
1 Introduced – the student has been exposed through non-participatory instruction (e.g. lecture, demonstration, field trip, video).
2 Practiced – the student can perform the task with direct supervision.
3 Entry-Level Competency – the student can perform the task with limited supervision and/or does not perform the task to standard (a typical entry-level performance expectation).
4 Competency – the student consistently performs task to standard with no supervision (on at least two occasions or at instructor's option).

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0 1 2 3 4

- 00000 **L. Directing**
 (Vermont Standards: 1.11, 1.15, 1.22, 2.2, 3.1, 3.3, 3.7, 3.10, 3.11, 3.12, 3.13, 4.2, 5.15, 7.6)
- 00000 **M. Producing**
 (Vermont Standards: 1.11, 1.15, 1.22, 2.2, 3.1, 3.3, 3.7, 3.10, 3.11, 3.12, 3.13, 4.2, 5.15, 7.6)
- 00000 **N. Editing**
- 00000 **O. Projects**
 (Vermont Standards: 2.7, 2.8, 3.1, 3.7, 3.14, 7.18, 7.19)
- 00000 **P. Work Place Safety**
 (Vermont Standards: 3.3, 7.18)

VIDEO PRODUCTION

GENERAL SKILLS

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A.

Introduction to Video Production

- *A.001 Identify common occupations found within the video production area.
- *A.002 Identify the major organizations or institutions involved with video production nationally and locally.
- *A.003 Write a job description for a video production occupation which the student finds interesting.
- *A.004 Explain to instructor's satisfaction the range of uses of video production.
- *A.005 Write a letter to a regional resource requesting information about video careers.

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B.

Survey of American Media

- *B.001 Define and understand the role of each of the major media (e.g. TV, news, documentaries, feature films, music videos, commercials, radio, print media) in American society.

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C.

Ethical and Legal Implications of Video Technology

- *C.001 Identify the First Amendment guarantees relating to video technology.
- *C.002 Identify the major legal and ethical controls on video technology.
- *C.003 Perform peer review of student video usage in terms of the legal and ethical codes.

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D.

Video Equipment

- *D.001 Identify the video formats.
- *D.002 Show set-up and operation of basic recording and video production equipment.
- *D.003 Operate the switcher and SEG to instructor's satisfaction.
- *D.004 Create a studio production utilizing basic studio equipment.

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E.

Camera Techniques

- *E.001 Explain and demonstrate camera techniques for sequencing shots (e.g., shooting to edit and in-camera editing).
- *E.002 Explain and demonstrate use of camera techniques in establishing point of view, movement, creating composition, visual continuity and mood.

- *E.003 Identify, demonstrate, and explain use of various lenses to alter distance.
- *E.004 Identify, demonstrate, and set up use of basic lens effects (zoom, rack focus, iris, white balance).

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F.

Audio

- *F.001 Identify the ways microphones produce their signals.
- *F.002 List the types, uses, and pick-up patterns of various microphones.
- *F.003 Demonstrate proper placement of microphones for effective audio.
- *F.004 Connect a microphone to a camera or VCR using the proper cable and/or adapter.
- *F.005 Connect microphones to a mixer using the proper cables and/or adapters.
- *F.006 Record a short audio sequence, properly monitoring the sound level.
- *F.007 Demonstrate the use of mixing multiple sources in live and post production settings.
- *F.008 Identify and correct sources of interference and poor sound quality.

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G.

Lighting

- *G.001 Identify and use basic lighting equipment.
- *G.002 Set up a basic three-light system.
- *G.003 Operate a basic studio lighting panel.
- *G.004 Produce lighting for both an indoor and outdoor location to instructor's satisfaction.
- *G.005 Set up studio lighting for an interview.
- *G.006 Prepare a lighting plan for a dramatic or commercial production.
- *G.007 Explain and demonstrate the use of lighting techniques in creating composition, visual continuity and mood.
- *G.008 Use a light meter to measure light conditions.

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H.

Computer Graphics

- *H.001 Demonstrate the basic skills of using a modern personal computer; e.g., use of mouse, keyboard, scanners and OCR (optical character recognition).
- *H.002 Identify and describe the range of computer graphics software; e.g., business graphics, bit map pixel editors (paint programs), draw programs, CAD and animation software.
- *H.003 Identify and describe the purpose of the machines used for bringing computer graphics into a multi-media environment.
- *H.004 Demonstrate the use of various paint, draw and animation software as a character generator; i.e., weather map, sports animation.
- *H.005 Demonstrate the integration of the various software and hardware used in a typical multi-media authoring system.
- *H.006 Discuss and provide a rationale for computer graphics as fine art.

- *H.007 Cite and discuss the ethical issues concerning the use of computer graphics and video representation, recognizing that “seeing does not mean believing.”

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I. Script Writing

- *I.001 Analyze a script and plan its production elements, based upon audience identification, time and equipment available.
- *I.002 Develop a script from concept treatment through final script to the satisfaction of the instructor.
- *I.003 Write a script containing interaction and narrative.
- *I.004 Prepare a critique comparing a written script to its filmed version.
- *I.005 Write a script using basic industry formatting standards.
- *I.006 Design a storyboard from a script for a 30-second spot.
- *I.007 Evaluate and revise a selected video script and storyboard.

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J. On-Camera Performance

- *J.001 Plan and participate in rehearsal for an on-camera performance.
- *J.002 Identify the common types of make-up and explain how they are used.
- *J.003 Identify the clothing and accessories technically appropriate for use on-camera.
- *J.004 Identify the various prompting techniques and devices used for an on-camera performance.
- *J.005 Compare on-camera techniques of personalities in news, drama, and general entertainment.

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K. Location, Set Design, and Props

- *K.001 Scout and tape a field location that meets the needs of a selected script.
- *K.002 Design a studio setting for a selected program type.
- *K.003 Identify and list the necessary props for a selected dramatic or commercial script.

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L. Directing

- *L.001 Identify various directing situations, including scripted, semi-scripted and unscripted programs.
- *L.002 Explain tasks associated with assistant floor director, crew, and talent supervision including scheduling, blocking and rehearsing, hand cues, set-up and break down.
- *L.003 Develop a checklist of equipment for a production.
- *L.004 Select, block, rehearse and direct a short production.

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M. Producing

- *M.001 Identify several sources of possible scripts, properties or ideas for a video project.
- *M.002 Identify sources of funding for a video production project.

- *M.003 Prepare a budget that includes the estimated cost for a video production project.
- *M.004 Identify the personnel and their responsibilities for a selected video production project.
- *M.005 Scout and list location, equipment and power needs for a selected video production project.
- *M.006 Demonstrate an understanding of the appropriate communication skills in working with clients, crew and talent in a commercial or training video production project.
- *M.007 Analyze a marketing campaign that adequately funds a selected video production project.

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N.

Editing

- *N.001 Apply creative and critical thinking skills to the editing process.
- *N.002 Produce a sort in-camera production with at least six edits.
- *N.003 List and demonstrate steps in doing an assemble edit and insert edit.
- *N.004 Identify and perform audio editing techniques, including on-camera narration, voice-over narration, sound effects and music.
- *N.005 Identify the differences between assemble, insert editing, and non-linear.
- *N.006 View a videotape and identify and analyze types of edits.

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O.

Projects

- *O.001 Determine a project that includes selecting a form, content, purpose and audience.
- *O.002 Break down the project into component parts for purposes of planning, budging and scheduling.
- *O.003 Prepare a script and production schedule with appropriate deadlines and team member responsibilities if applicable.
- *O.004 Complete a finished video production meeting the standards established by the instructor.
- *O.005 Perform a peer review of student projects according to established criteria.

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P.

Work Place Safety

- *P.001 Define specific safety terms.
- *P.002 Demonstrate the use of proper clothing, safety glasses, aprons, gloves and other safety equipment.
- *P.003 Demonstrate knowledge of appropriate fire safety practices.
- *P.004 Demonstrate knowledge of appropriate first aid procedures.
- *P.005 Demonstrate knowledge of hazardous material handling and disposal procedures, according to state and federal regulations.
- *P.006 Prepare a list of shop/studio safety rules.
- *P.007 Recognize any unsafe working conditions and report them to the supervisor, understanding ethical and safety issues involved.